

ABSTRACT OF THE DISCLOSURE

5 A cellular telecommunications system comprises a plurality of transceiver stations forming a network for transmission of signals between a mobile communications device and an internet based server hosting an application which is dependent on the position of the mobile device. The position of the mobile device is provided to the application as part of the initial request for the service from the device, thus avoiding the need for multiple flows of information. The position may be based simply on the known location of the transceiver station with which the device establishes wireless connection, with directional or signal strength range information added, if available. Alternatively, the position may be estimated more accurately from the signal received at multiple transceiver stations. In either case an accuracy estimate can be added to the determined position.

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